

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:3563
ANSWERED ON:12.12.2002
USE OF ANIMALS ON T.V
MANEKA SANJAY GANDHI

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government are aware that a number of advertisements and serials on T.V. show use animals in a way that contravenes other animal protection Acts; and

(b) if so, the action taken by the Government to ban such advertisements?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) & (b): Programmes and advertisements on Doordarshan are governed by the Broadcasting Code and the Code for Commercial Advertising. As per Doordarshan guidelines, commercial advertisements shall not portray / depict animals / birds etc. in a disturbing and obnoxious manner, and advertisements should be in conformity with the provisions of Prevention of Cruelty to Animal Act 1960. As regards private TV channels, advertisements telecast by private TV channels, transmitted or retransmitted through the cable network, are required to adhere to the provisions of the Advertisement Code prescribed under the Cable Television Network (Regulation) Act 1995 and rules framed thereunder, which inter-alia provides that advertising carried in the Cable Service should conform to the laws of the country.